

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Lincoln, Valentine Holidays are ripening in the Valley of the Moon

Demmit! We know so much news that's a little premature, so we dassn't print it. Makes us a little bit mad. But the reasons for not printing are relatively good, and we always can go along with the man who says, "Wait about a week." What would you do?

It doesn't do you any good to sit up and take notice if you keep on sitting. VALLEY WATCH REPAIR, Boyes. For Finest Giftware.

That Reno disaster intrigues us, for just last October we walked down and took a look at the Truckee river, stopped at the Mapes hotel and put a dollar in nickels in their one-armed bandits (no returns), and walked around the buildings which are now completely crumpled. Carl Amante of the Town House, Glen Ellen, had a "town house" there for quite a while (it burned down), and the recent explosions were just across the street from his former establishment.

TOWN HOUSE SUPPER CLUB, Glen Ellen. Wonderful cuisine. Exotic atmosphere. Music weekends. Finest cocktails. The Amantes.

Nope, we haven't been able to lick the singing commercials. In fact, they're stronger than ever, and some of the latest are even more revolting (if such a thing could be) than before. Our only defense is just plain not to spend a nickel with any one of the sponsors.

And also there are those horrible cartoons (funny?). And some of the "straight" pitches are used over such a long period of time that one gets completely disgusted. Examples: Anacin, scotties, smack-dab curlers—and a dozen or so more. Wonder if the sponsors realize they lose sales that way?

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SONOMA FURNITURE MART, 113 West Napa St. Sal Argento.
Low overhead means greater values. See us for almost everything.

It's been a rather dull season since the last of the football spectaculars were played, and we've been sorta lost. Basketball doesn't fill the vacuum now, since they've made the referees the stars, with their constant whistles. We're not alone. But cheer up. Baseball is just around the corner. Before March 1 the players will be arriving at various training camps, and we'll be getting some baseball news.

Ain't it a shame we haven't got some ball teams arriving in Boyes for training? Some concentrated effort could secure some teams for this area during the training season. Why don't some of our local groups get on the ball and do a little promoting?

WILLARD FRENCH TV. 332 West Napa St., Sonoma. Phone WE 8-4242. 18 Years Full Time in Sonoma Valley. Repairs. Sales.

Television has certainly progressed since the days when we watched old movies on a 7 inch screen. Now we watch them on a 24 inch screen.

MAC DONALD'S JEWELRY, Sonoma. Watches, Rings, Shavers, Bands, Jewelry. Expert watch-clock repair service. Quality always.

Yes, we caught some hell last week for our remarks about the ratio of attendants to patients at Sonoma state hospital. It was pointed out to us that 1600 attendants divided by 3 comes out just over 500. They care for 3900 patients. We still contend the percentages are not realistic. The division by 3 isn't just right either, for the night force is merely a skeleton crew. So, all right; say there's maybe 1000 personnel responsible for the whole institution at one time. If you were the administrator, and didn't want to pad the payroll, couldn't you run that place with fewer personnel? Or care for twice as many? After all, we're paying for the whole shebang.

YELL'S ACRES NURSERY, Glen Ellen. Good time of year to select our prize winning Dahlia tubers, and other of our specialties.

Well, says a good friend of ours, why should you object to an increase in personnel, a bigger payroll, and all that money being spent right here? Good question. Doesn't mean any great increase in our local taxes (though they're far too high already), but multiply that by the dozens of similar institutions throughout the state, and there IS a distinct relation to our taxes.

Let's get the whole thing out into the open, and find out what is what.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway, Sonoma. WEBster 8-2686.

Williams Roofing company is now nicely housed in its Boyes Hot Springs plant on the highway (Valley boulevard, we like to call it). Just about the nicest thing worthy of comment about it is that the company has donated fire brick needed by the Moon Animal Haven in Glen Ellen for its proposed crematorium—for unwanted, ill or elderly pets. Other similar donations of material, cash or services would be welcomed.

BOYES SPRINGS FOOD CENTER. Lowest prices, highest quality. Take-out license. Beverages. Friendly and fast service. One-Stop.

Nelson Delicatessen has been sold, is in escrow, and proper announcement will be forthcoming in a few days. Mr. and Mrs. Jim Nelson, who have operated the store for eight years, will soon be moving to a new home in Santa Rosa. Jim says he'll be doing a lot of fishing.

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

A henpecked husband finally asserted himself. "If you don't watch out," he declared loudly, "you're going to bring out the beast in me!"

"HMMMMMMMMPPPPFF," snorted the wife. "Who's afraid of mice?"

AUTOMATIC WASHER & DRYER SERVICE. Installation, repairs, all makes. 19551 Cypress Lane, Sonoma. P.O. Box 114. WE 8-3176.

That new super gas station up on Arnold drive near Eldridge is to be operated by Fred Churchill, Glen Ellen service station and garage owner who for some years operated a station at Thomson and Valley boulevard in Boyes Springs. Otis Dodd will be in direct charge. It's a whopper, brand new, steel construction, and it will serve a fast growing residential section.

SONOMA MISSION INN, Boyes. A nationally known hotel, noted for quietly luxurious accommodations, splendid meals, fine bar.

The little boys with their big trucks have been around again—patching and filling up little chuckholes in the pavements around the Springs area. How silly. One rain, a few cars over the patches, and they're the same as before. If our highway maintenance heads can't sometime learn how to properly repair a pavement, they should be sent to school, say to the midwest where they know how. Of course the only real solution is to rebuild most of the pavements around here, then they wouldn't need patching all the time.

But that would cost more money, and the powers that be in Santa Rosa can hardly be bothered with such trifles. We pay taxes enough, gas taxes especially, which are or should be devoted to pavement problems.

Eventual solution of course is to incorporate as a city, and run our

own business. We'd even make money. Our taxes would be lessened. Anyone want to debate with us on this subject?

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

John Seman, partner in Junior's Resort in Boyes, is currently in Sonoma Valley hospital, suffering with pneumonia. His many friends are wishing him the best of luck, a speedy recovery and return to duty.

SONOMA GROVE, Hiway 12 south of Boyes. Italian dishes our specialty—but also steaks, poultry, roasts, seafood—everything!

The town liar was called as a witness in a traffic accident and was asked to take the usual oath to tell the truth, the whole truth and nothing but the truth. He thought it over a few moments and then, with a sigh, replied, "Okay, I'll try anything once."

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

Radio commentator said there's a "ferment of unrest" in the world. Especially in the Middle, Yeast!

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Even-ings, Sonoma, Webster 8-3433.

Tickles us when we scoop the contemporary papers in the county. Like we saw an item in the newspaper to the southeast, all about Russell and Woolpert going to be here for the father and sons banquet along in early April. Moonbeams had that item exactly five weeks ahead of 'em.

OUR RESORT, El Verano. Harvey and Melina your hosts. Home of the Stein Club. Draft beer. Mixed drinks to your liking.

Yep, we sorta would like to go back to Michigan for a day or two along about Labor day, but we'll be darned if we'll drive it ourselves—even if they'd give us the top of Pikes peak. But if somebody we know were going to make a trip eastward we'd like to ride along, paying a generous share of the expense. Anybody interested?

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Y'e know there's some flowing falls up around Cavedale or Trinity road, though we've never seen them. Boy Scouts used to have overnight hikes up thataway and camped near the falls. Why shouldn't somebody, either the present owner or some group which might acquire the site, open it up to the public and make a real scenic attraction? Worth hinking about?

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always

And along those lines, whatever became of the idea of having

roadside parks or turnouts throughout California—one or two between Boyes and Santa Rosa? They've had such public conveniences in mid-west and southern states for 25 years—and not one here that we know of. Maybe a little prodding in the direction of the state highway department might get something started. We're pretty sure they've been authorized.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. For Emergency Groceries any time; varied stock. WE 8-5811.

ROZARIO'S PALMS INN, Verano. A comfortable, up-to-the-minute hotel, for the discriminating. Splendid dining room, and bar.

The missus and your benign editor were discussing the other evening the question of whether we should really get out and make our little Moonbeams a "big" Moonbeams. The decision was to keep it just about as it is. It will remain small, we'll take sufficient advertising to make it pay a little something, and continue on, working just hard enough to keep our hand in. Would you counsel anything more?

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971.

Prescription Specialists

Veterinary Supplies

(But don't think we couldn't do it!)

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. Friendly service and companionship. Finest in mixed drinks.

The Rysers of Little Switzerland (El Verano) had a ball Sunday—International Costume ball—with a houseful of visitors—300 to 500. The grand march brought prizewinners galore—a Scandinavian couple, Swiss, Bavarian, Chinese, and even a little Dutch girl. Fassler's Swiss orchestra from San Francisco played for the dancers, and Fred Franklin, El Verano cigar maker, was master of ceremonies.

MENDEL'S CAFE, Boyes Plaza. Splendid menu. Recently added: Spanish foods. Cocktail bar for the most discriminating.

FRANK'S HARDWARE, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.

Like many places in the United States since the war, a small town was growing faster than the public works department could get the roads and sewers in. But the foreman of the department had the right idea for turning away the wrath of the inconvenienced taxpayers who complained.

An elderly native collared the foreman on the main street one afternoon to demand: "What are you and the city council going to do about that overgrown pond in front of my house where the road's supposed to be?"

"Oh, that," exclaimed the foreman. "Well, the council held a special meeting on it, Clem, and it's all been settled. We're going to buy you a duck."

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

Newest Moonbeams advertiser is Willard French, TV and radio service, of Sonoma. French has been in the business full time for about 18 years now, has a well equipped repair department and display rooms for new instruments, and really knows his business.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

Had a little meal at Howden's Corner in El Verano the other evening and it was good. You get the biggest bowl of stew for a quarter you ever saw, plus home-cooked food of all kinds. The Howdens haven't been in business too long, but their corner is certainly worth a visit.

PAUL'S RESORT, Verano. Favorite for banquets, group and family dinners. Splendid menu. Cocktail bar. Paul at the organ.

POWDER BOX BEAUTY SHOP, Arnold Drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

Time magazine had an article last week about country weeklies, saying they're growing faster than the dailies, and reaching a high standing in the nation's journalistic circles. However, it doesn't look like the writer of the article really knew much about his subject, for he said, in effect:

"Country editors back a few years sat on their front porches most of the time sharpening their pencils. Now they're loading their Cadillacs on the Queen Mary for a trip abroad."

Neither extreme is true to life. Country editors always worked hard, and many were able to maintain a satisfactory standard of living. Only the county seat weeklies ever got in the big money, though a few other small towns with phenomenal growth occasionally qualified.

Perhaps that writer should really get himself a small town weekly and see just what it takes to run one successfully.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, and better than most.

THE CHICKEN HOUSE, Hiway 12, Boyes. Our chicken is delicious. Same goes for home-made pies, and coffee. Make us prove it!

LATE HEADLINES: "Father of 11 Shot—Mistaken for Rabbit" . . . "Egg Laying Contest Won by St. Louis Man" . . . "Grill Suspect Over Warehouse Fire" . . . "Babies Flood Local Hospital."

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

This tribute to the country newspaper came from the Dawsonville (Ga) Advertiser:

It's just a little country weekly that you hold—
A tabloid size, 10 pages with hand fold.
So insignificant it seems to foreign eye,
So eagerly anticipated by those nearby.
It's history in continuation that they make
Announcements, and obituaries for their sake,
Are recorded under headlines bold
So that all their neighbors can be told.
But few realize the hours of toil involved here
In this thin little publication that brings cheer
Sometimes to those who need it most,
Restores your confidence and gives a toast.
The printer stooped and often squinted;
Typesetting by hand is rewarded when it's printed.
The netting for few who fill innumerable places
Shows not in pay but on their faces.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-time taverns in this historic spot where Jack London used to roam.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Boy Scout Sunday comes up this week, February 10, with a cooperative observance at Veterans' Memorial auditorium in Sonoma at 2 p.m. Every Cub, Scout, leader, committeeman, parent is urged to attend. A splendid 45 minute program has been arranged.

BANCROFT NURSERY, Sonoma. Time for planning your outdoor display for spring and summer. Shop here for bulbs, plants, shrubs.

JIM'S MEATS, at Boyes Springs Food Center. Only the very best in stock. Cut to your order. Delicatessen department. Drop in.

OVERWEIGHT IN '58? People who prefer calendars that keep the date sedate can take heart. Operators of slenderizing salons may be less elated. Word from the calendar makers is that although the distribution of their 1958 product is well under way, not a nude has been sold. Furthermore, the most popular of the new pinup girls is

"Hilda," a buxom lassie amply covered by old-fashioned red flannels.

Is this indicative of a trend? Is prosperity synonymous with pleasingly plump? Is Marilyn Monroe to give way to the Beef Trust in longies?

Ah well! As a pillar of the community we probably must agree that no nudes is good news.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

Mrs. Phogg was the soul of hospitality. She bustled around at the party asking everyone just to have a little more of this, a little more of that . . . and finally she asked Mr. Hartlack: "Do have another glass of punch."

"I'd love to," Mr. Hartlack said. "But, to tell you the truth, I've already had three."

"You've had five, Mr. Hartlack. But who counts?"

BROADWAY CAFE, Sonoma. Pop's back on the job, for good. It's a friendly place, you'll like. Off-sale, too. Drop in, anytime.

MIKE & ROSE'S BOYES SPRINGS STORE. For the finest steaks and your everyday meats, you'll never find a better market.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city.

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Creation of a Jack London state park.

Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

And why don't you send Moonbeams to relatives or friends living back toward the east? \$1.29 a year will pay for it, and they'll bless you.